

ALFA 2018 PROMISES NUMEROUS LIVESTOCK HIGHLIGHTS

Press release issued by Plaas Media

The African Livestock Trade Fair (ALFA) is built around a number of priority projects and during this year's expo, which will take place from 18 to 20 September at the Afridome in Parys, these priority projects will be showcased as part of several special events, competitions, workshops and awards.

Focus areas

The five focus areas of ALFA 2018 are interbreed competitions, slaughter oxen and lambs, youth, auctions, and social and agricultural development. The different value chains of the livestock industry will be addressed, from red meat to dairy and natural fibre. There will also be an international focus.

ALFA highlights

Some of the highlights on the jam-packed programme include, among others:

- The Hinterland National Interbreed Beef Cattle Championship.
- The Vleissentraal National Heifer Performance Championship.
- The GWK Highveld Dairy Interbreed Championship.
- The Nutri Feeds Moneymaker Beef Cow Championship.
- The BKB National Small Stock Performance Championship.
- The Barnlab Small Stock Expo.
- The Zoetis Intensive Sheep Farmer of the Year Competition.
- The Molatek Highveld Slaughter Ox and Carcass Championships.
- The Sernick Emerging Farmer Slaughter Ox and Carcass Competition.
- The Cape Gate ALFA Mega Ox Competition.
- The Tal-Tec Slaughter Stock Judging Programme.
- The FNB Agricultural School of the Year Competition.
- The Voermol Youth Show.
- The Konsortium Merino Youth Show.
- The JSE Junior Wool Handling Competition.
- The Javlin Student Programme.
- The MPO Cheese Challenge.
- The EPOL Work-horse Expo.
- The JOCK Dog Food Working Dog Expo.
- The Small Stock Dairy Expo.
- The Opti Feeds Rabbit Expo.

Some of Plaas Media's year-long competitions and projects will also come to a head during ALFA 2018. This includes the announcement of the winners in the Santam Agriculture National Silage Competition, which will coincide with a conference during which some of the results and trends identified in the competition, will be addressed.

The Toyota SA National Young Auctioneer Competition finals will also be held, along with a junior competition. The final round in Plaas Media's Old Mutual Agricultural Student of the Year competition will also take place at ALFA, and the winners in this first of its kind competition will be crowned.

A definite highlight is the Standard Bank Merit Awards, taking place at the ALFA Gala Dinner on 20 September, during which pioneers and frontrunners in the agricultural industry will be honoured.

Extended livestock programme

The livestock component has been expanded somewhat this year to include workhorse and working dog workshops and demonstrations, while pigs and rabbits will be on show again. Also keep an eye out for a select

number of livestock auctions that will be taking place during the expo, such as the SA Mutton Merino young ram auction.

Focus on agricultural development

Another first on this year's programme is the FEAD expo, which is aimed at agricultural development, and which will offer exposure to successful agricultural development projects. SA Stud Book will also be presenting its breeding symposium at ALFA, while several of its regional Elite awards will be handed over during a special event.

Tickets for ALFA 2018 are available from Quicket and can be booked at <https://www.quicket.co.za/events/34150-alfa-2018/#/>